

Programme: **Marketing Communication**Type: **Master Study Programme**Year: **1.**Semester: **1.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
NA_PS_1	Presentation Skills 1	C	0	2	12	c	3
NA_MSN	Marketing in Social Networks	C	0	2	12	c	3
NA_LAM	Legal Aspects of Marketing	C	2	1	12	c, Ex	6
NA_SMC	Sociology of Marketing Communication	PB, C	2	1	12	c, Ex	6
NA_GM	Global Marketing	BT, C	2	1	16	c, Ex	6
NA_MiE	Microeconomics	BT, C	2	1	16	c, Ex	6
Total:			8	8	80		30

Semester: **2.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
NA_PS_2	Presentation Skills 2	C	0	2	12	c	3
NA_DSeMC	Diploma seminar MC	C	0	1	8	c	3
NA_CM	Content Marketing	C	2	1	12	c, Ex	6
NA_MMR	Modern Marketing Research	C	2	1	16	c, Ex	6
NA_PsyCB	Psychology of Consumer Behavior	PB, C	2	1	16	c, Ex	6
NA_MaE	Macroeconomics	BT, C	2	1	16	c, Ex	6
Total:			8	7	80		30

C=Compulsory Course; PB=Profile Base Course; BT=Profile Basic Theoretical Course

c=Credit (Fullfil Requirements); Ex=Examination

Programme: **Marketing Communication**

Type: **Master Study Programme**

Year: **2.**

Semester: **3.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
NA_CS_1	Communication Skills 1	C	0	2	12	c	3
NA_DPMC_1	Diploma Project MC 1*	C	min. 4 consultations (8 lessons/sem.)			c	6
NA_CA	Communication Audit	C	1	1	12	c	3
NA_PSec	Press Secretary	C	2	1	16	c, Ex	6
NA_CMM	Corporate Marketing Management	C	2	1	16	c, Ex	6
NA_MC	Media and Culture	BT, C	2	1	16	c, Ex	6
Total:			7	6	80		30

Semester: **4.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
NA_CS_2	Communication Skills 2	C	0	2	12	c	3
NA_DPMC_2	Diploma Project MC 2*	C	min. 4 consultations (8 lessons/sem.)			c	12
NA_MEc_B	Managerial Economics B	C	2	1	12	c, Ex	6
NA_ReM	CSR reporting and Media	PB, C	2	1	12	c, Ex	6
	Optional Course	O	2	0	12	c	3
Total:			6	4	56		30

**individual consultations with the master thesis supervisor*

C=Compulsory Course; O=Optional Course; PB=Profile Base Course; BT=Profile Basic Theoretical Course

c=Credit (Fullfil Requirements); Ex=Examination

State Final Examination:

1. Economics (Microeconomics, Macroeconomics)
2. Marketing (Global Marketing, Media and Culture, CSR Reporting and Media)
3. Sociology and Psychology in Marketing Communication (Sociology of Marketing Communication, Psychology of Customer Behavior)
4. Master Thesis Defence